## Recovery Month 2014 "Treasures of Life" :30 TV PSA

**Location:** One location, in home.

Look & Feel: Warm and uplifting, shot as a series of four wide dolly shots that land on

the "pay off" items.

**Actors:** There are no actors, but we leverage meaningful iconic props.

Music: Warm, upbeat, medium paced.

(:06)

**Video:** FADE UP TO: WIDE SHOT: Home office, camera pans right and up and lands on an empty frame on the wall. A diploma dissolves in, filling the frame.

**Audio:** NARRATOR VO: For those with mental or substance use disorders, what does recovery look like? It's a transformation

(:05)

**Video:** WIDE SHOT: Camera pans up and right and lands on a photo of a man, arm outstretched...and as we watch, a woman dissolves into the other half of the image, taking the man's outreached hand.

**Audio:** NARRATOR VO: It's a supporting hand. It's new beginnings.

(:05)

**Video:** WIDE SHOT: Baby's nursery, camera pans across to an empty dresser top... ... as a teddy bear, baby bottle and rattle on the dresser top dissolves in.

**Audio:** NARRATOR VO: When does recovery start? It starts when you ask for help and support.

(:04)

**Video:** WIDE SHOT: Kitchen, panning to reveal a cake in the foreground and we see a group gathering at the kitchen table in the background.

We see the group gathering around the cake that is brought to the table by the hostess.

Audio: NARRATOR VO: Join the voices for recovery. Speak up. Reach out.

(:07)

**Video:** SHOT CONTINUES, focusing on the group smiling, supportively gesturing with each other, positive and gentle interactions. FADE UP: Phone Graphic. "For confidential information call 1-800-662-HELP."

**Audio:** Tag VO: For information on mental and substance use disorders including prevention and treatment referral, call 1-800-662-HELP.

(:03)

Vidéo: FADE UP: Logo Graphic.

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Audio: Tag VO: Brought to you by the U.S. Department of Health & Human Services.

FADE OUT. MUSIC OUT.